



Protecting Your Business, Preventing A Recall

Date: Tuesday, September 28, 2010

Location: Piedmont Research Station, 8350 Sherrills Ford Road, Salisbury, NC

Cost: \$25, includes lunch and materials

8:30 – 1:00: followed by lunch

2:00 – 4:00: Optional afternoon workshop for participants to be guided through basics of developing a recall plan

Who should attend:

Meat producers and processors

Value-added food producers

Mid-sized food processing/packaging businesses

8:30 – 8:45: Registration & Networking

8:45 – 9:00: Welcome & Introduction to the Food Safety & Defense Task force

9:00 – 9:20: Lessons from the Food Safety Front – Part I: What if you had used black pepper in your products

9:20 – 9:40: The economics of food recalls: What a recall can cost your business
Annette Dunlap, NCDA, Marketing Division

9:40 – 9:50: Break

9:50 – 10:50: Industry Perspective: How supermarkets address food safety

10:50 – 11:00: Break

11:00 – 11:50: If a recall is needed: How to communicate with your customers and the public if you have to do a recall

11:50 – 12:00: Break

12:00 – 12:45: Lessons from the Food Safety Front – Part II: Common (and Avoidable) Mistakes in the Food Chain

12:45 – 1:00: Review of CD Materials/Program Evaluations & Wrap-Up

1:00 – 2:00: Lunch

2:00 – 4:00: Optional Workshop: Developing Your Recall Plan

Questions? Contact Annette Dunlap at annette.dunlap@ncagr.gov or 919.733.7887 x257